







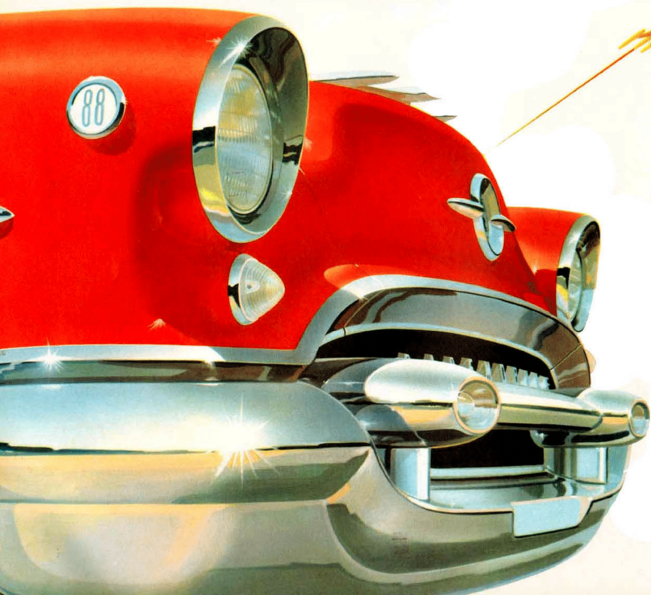
see what's ahead for you . . .  
in OLDSMOBILE for '55

First glance and you know—Oldsmobile has rocketed ahead again! In every harmonious line you see an outlook that's new . . . all-around-new! Keyed to a new "Go-Ahead" look, here's an automobile to capture the imagination. In power, too, Oldsmobile moves ahead . . . with a new "Rocket"

202 Engine—and every modern power assist! Yes, here with flying colors is the car for you!

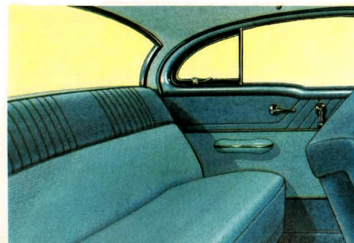






out in front with a new "go-ahead" look!

In the Oldsmobile Super "88" are the marks of motion . . . vigorous lines that set the stage for masterful "Rocket" performance. It's the new "Go-Ahead" look! See it in the panoramic windshield, new hooded headlights—in the sweep-cut lines of fender and body, in pure-luxury interiors . . . in fact, everywhere!



SUPER

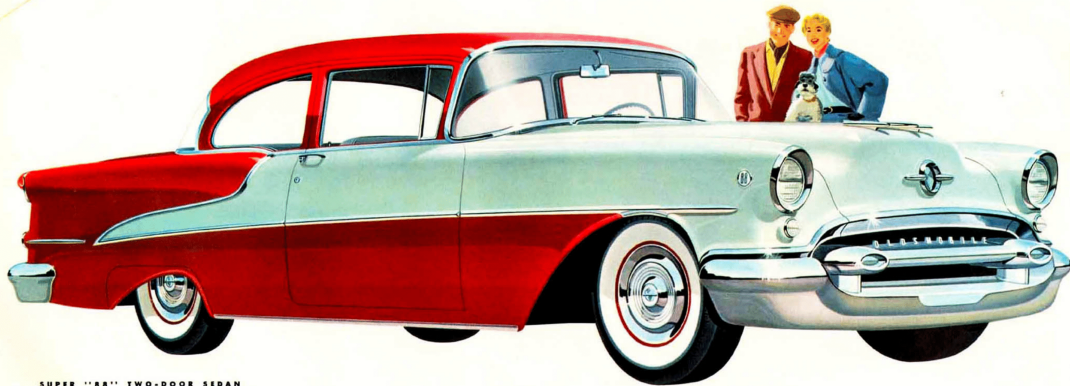


SUPER "88" FOUR-DOOR SEDAN





new everywhere . . . wherever you look!



SUPER "88" TWO-DOOR SEDAN



Oldsmobile demands attention . . . coming your way with its massive new grille . . . or showing fleet "heels" to the crowd! There's an immediate impression of newness, leadership! Inside you'll happily discover equal distinction. It's not a matter of searching out the new in the 1955 Oldsmobile . . . you can't miss it!

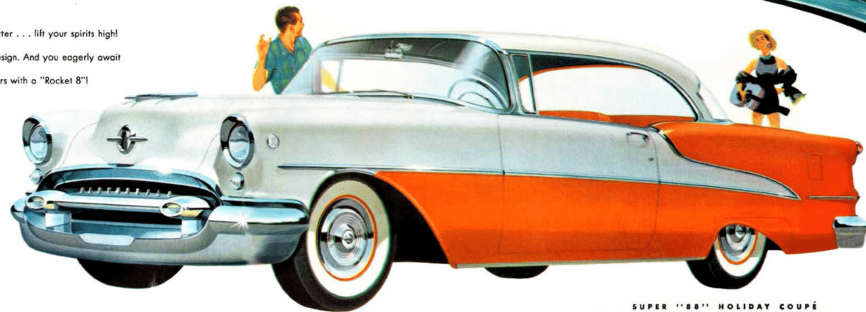
SUPER



clean sweep in style appeal!

Crisp low-cut lines . . . a refreshing absence of clutter . . . lift your spirits high!  
Naturally, it's a Holiday—Oldsmobile's inspired hard-top design. And you eagerly await  
the superlative performance you know is always yours with a "Rocket 8"!

SUPER



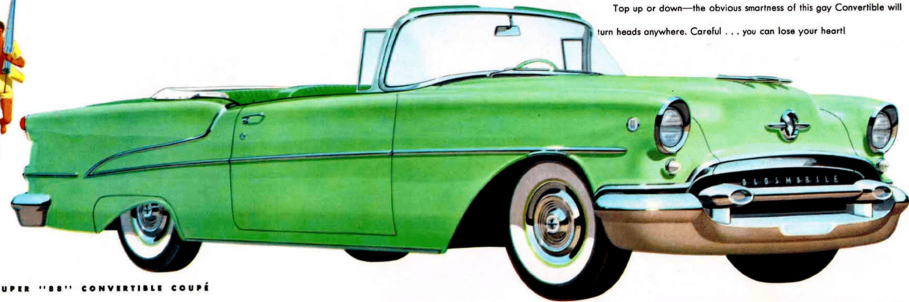
SUPER '88' HOLIDAY COUPÉ



thrilling invitation to wide open spaces!

Here's more than a hint . . . indeed, it is an open invitation to take to the road.

Top up or down—the obvious smartness of this gay Convertible will turn heads anywhere. Careful . . . you can lose your heart!

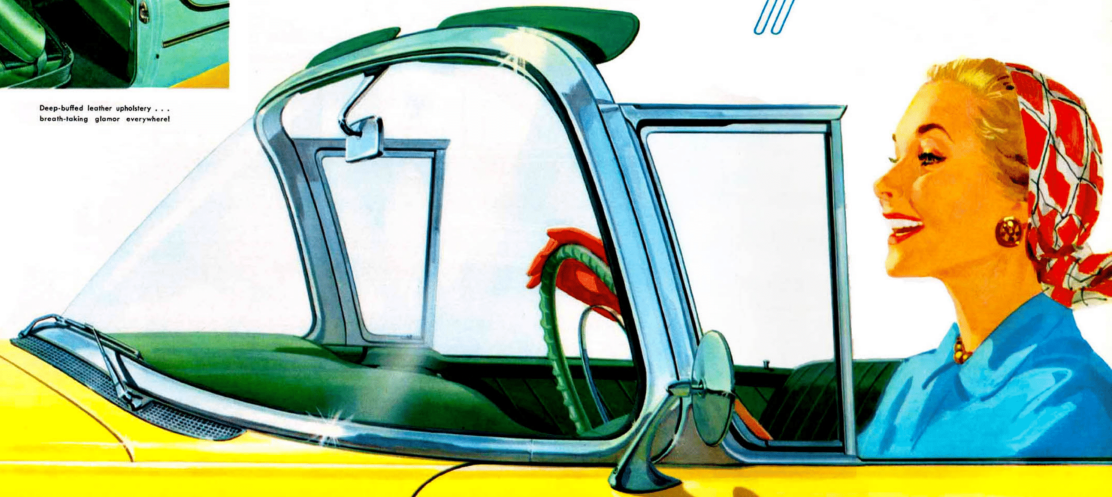
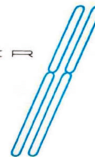


SUPER "88" CONVERTIBLE COUPÉ

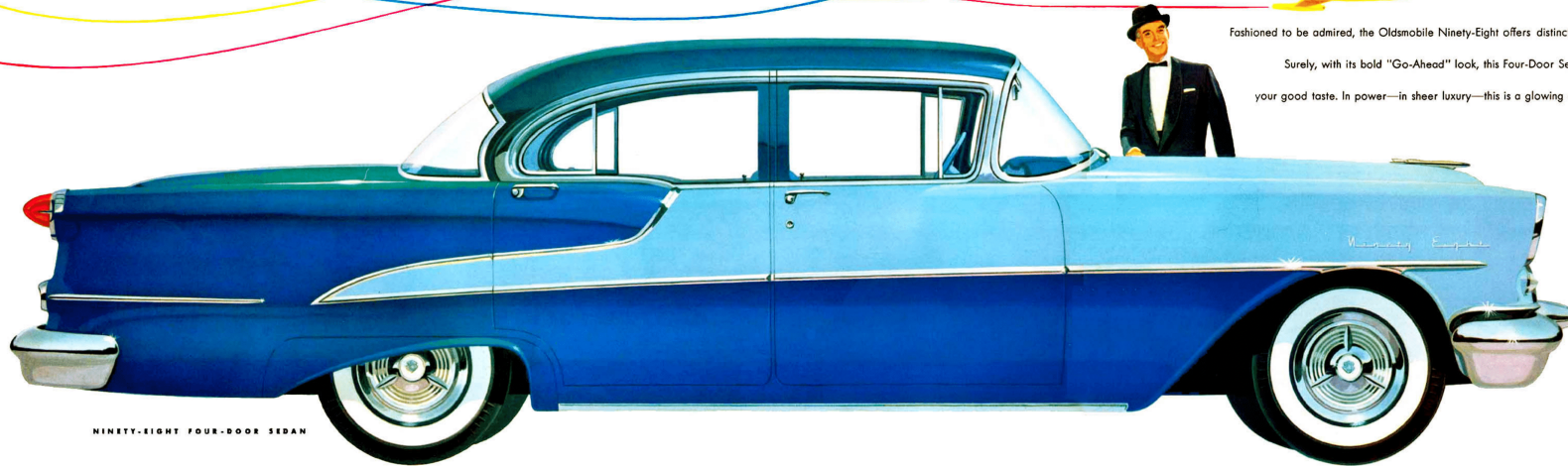


Deep-buffed leather upholstery . . .  
breath-taking glamor everywhere!

SUPER



glamour scene... and seen in the best places!



Fashioned to be admired, the Oldsmobile Ninety-Eight offers distinction and constant delight to the owner.

Surely, with its bold "Go-Ahead" look, this Four-Door Sedan is a high compliment to your good taste. In power—in sheer luxury—this is a glowing example of Oldsmobile at its finest.

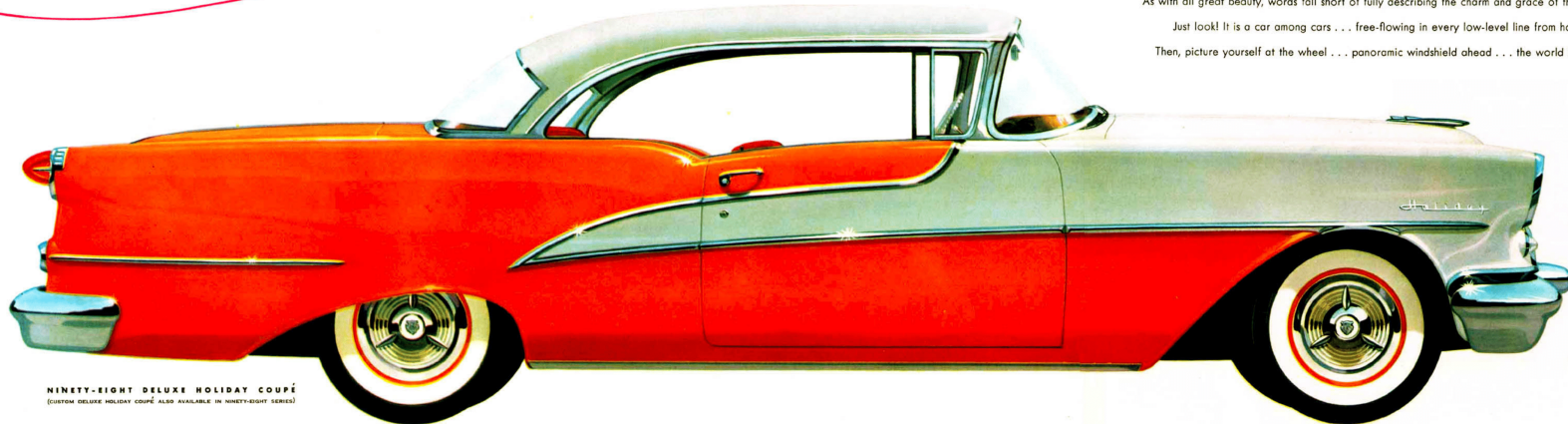


NINETY-EIGHT FOUR-DOOR SEDAN

OLDSMOBILE Ninety - Eight



nothing so gay as a holiday ... queen of the hardtops!



NINETY-EIGHT DELUXE HOLIDAY COUPE  
(CUSTOM DELUXE HOLIDAY COUPE ALSO AVAILABLE IN NINETY-EIGHT SERIES)

As with all great beauty, words fall short of fully describing the charm and grace of this exquisite Holiday.

Just look! It is a car among cars ... free-flowing in every low-level line from hood to taillight.

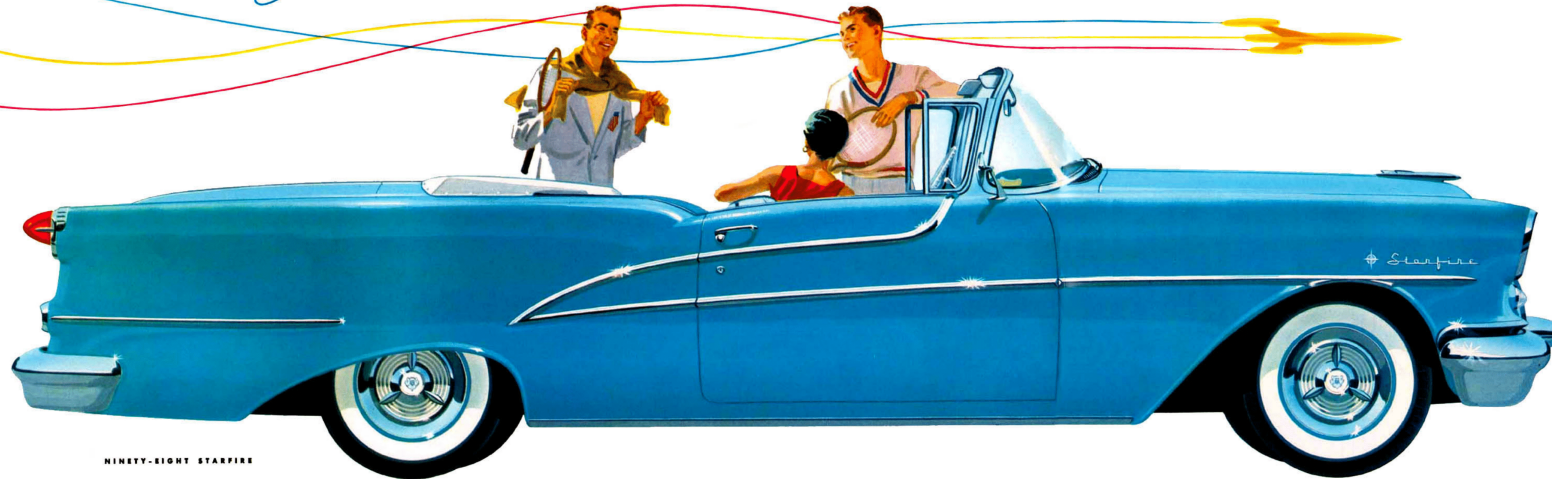
Then, picture yourself at the wheel ... panoramic windshield ahead ... the world is yours!



Take a generous helping of genuine hand-buffed leather ... add color-rich, nylon fabrics ... the sure hand of the master designer and craftsman ... then a touch of the jeweler's art to enhance the functional design of the Safety-Padded instrument panel. Result: a creation of beauty and comfort —the serenely lovely interior of Oldsmobile's Ninety-Eight De Luxe Holiday.

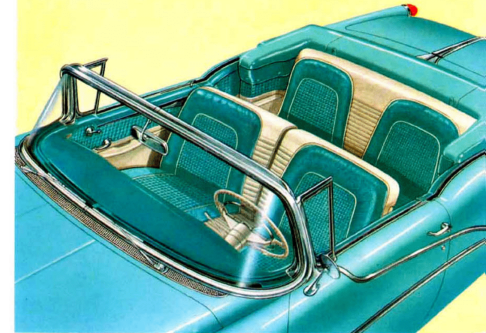
OLDSMOBILE Ninety - Eight

*Starfire*...convertible irresistible!



NINETY-EIGHT STARFIRE

OLDSMOBILE *Ninety-Eight*

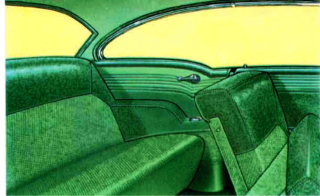


The new "Go-Ahead" look takes to sports attire in Starfire—Oldsmobile's "showpiece" for '55!

It fairly sings of action . . . in the smooth symphony of winged color toning, blending with panoramic windshield, sweep-cut body and fenders—to give the long, low-level Oldsmobile flair.

Equally spectacular interiors feature contrasting hand-buffed leather. And there's power to match . . . with the new "Rocket" 202 Engine making short work of every mile!





Beauty and luxury extend through and through the Oldsmobile "88"  
... in smart new fabrics, attractive appointments, sparkling trim.

colorful . . . beautiful . . .  
"rocket" power, too!

Thrilling in beauty . . . outstanding in value!  
Oldsmobile's "88" for '55 gives you  
full measure of the things you want in an  
automobile. And at a surprising  
low price, you command a "Rocket" Engine  
that delivers 185 high-compression horsepower.\*

OLDSMOBILE

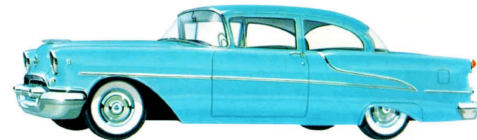
\*202 hp. optional at extra cost.



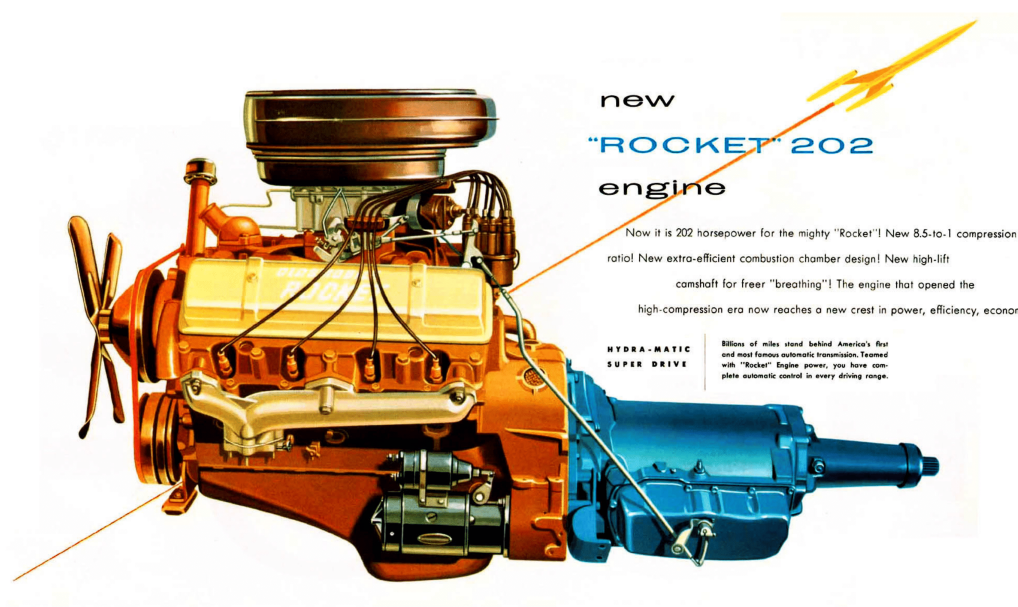
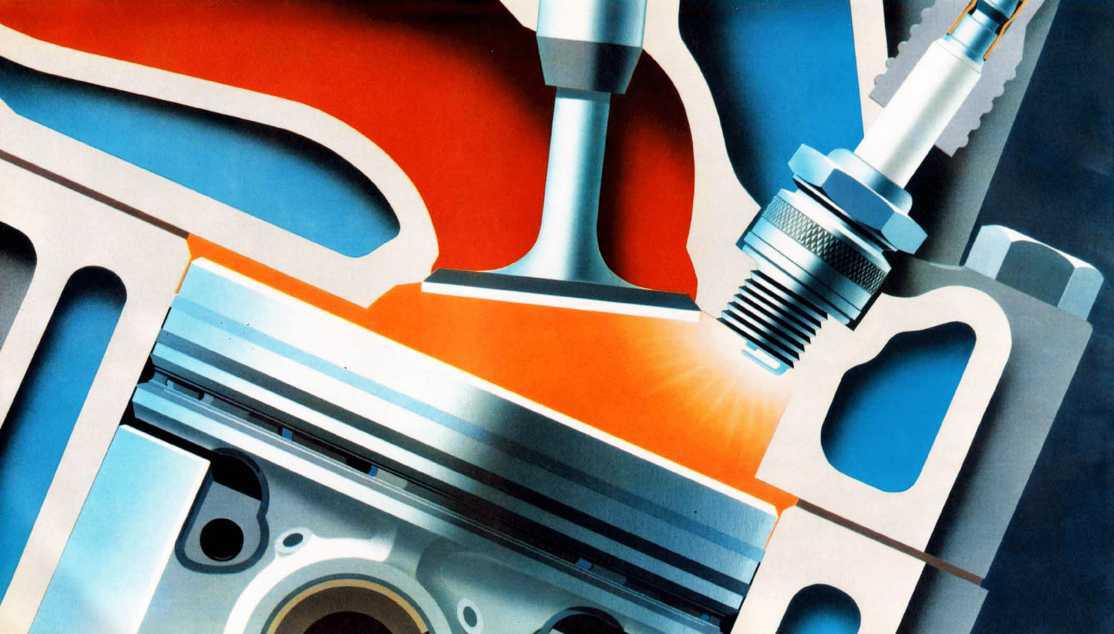
"88" HOLIDAY COUPÉ



"88" FOUR-DOOR SEDAN



"88" TWO-DOOR SEDAN



new  
"ROCKET" 202  
engine

Now it is 202 horsepower for the mighty "Rocket"! New 8.5-to-1 compression ratio! New extra-efficient combustion chamber design! New high-lift camshaft for freer "breathing"! The engine that opened the high-compression era now reaches a new crest in power, efficiency, economy!

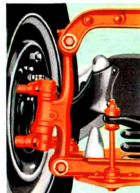
**HYDRA-MATIC  
SUPER DRIVE**

Billions of miles stand behind America's first and most famous automatic transmission. Teamed with "Rocket" Engine power, you have complete automatic control in every driving range.



# new "rocket ride"... right from the ground up!

## OLDSMOBILE'S NEW POWER-RIDE CHASSIS



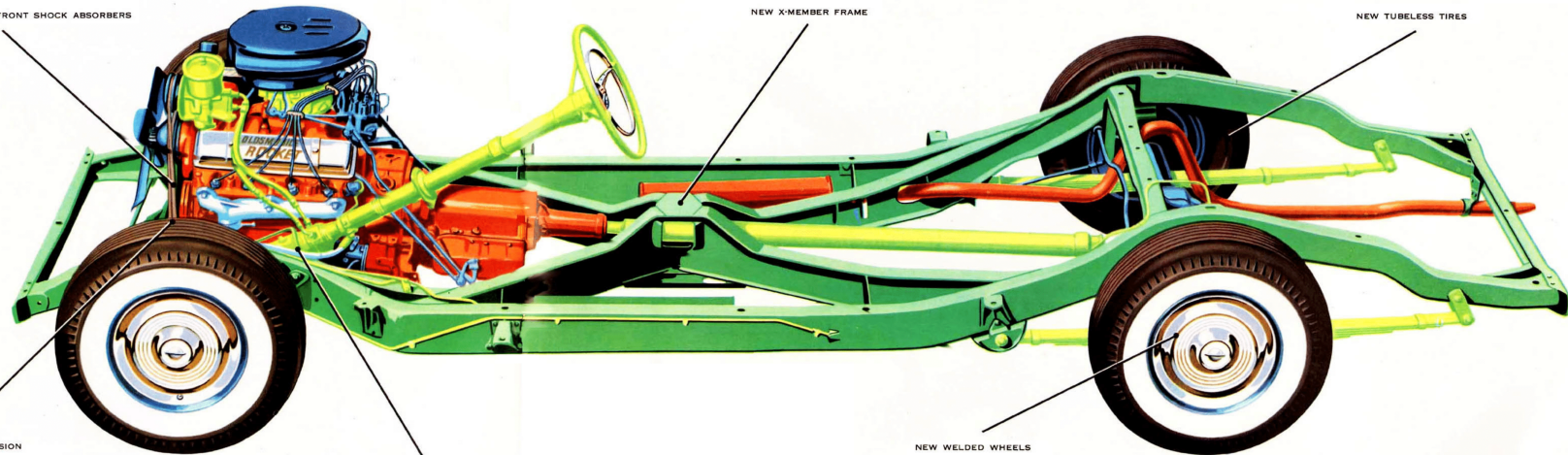
Every byway smooth as a highway!  
New front suspension irons out road  
wrinkles—adds to riding comfort!

Exact balance and low center of gravity are secrets of the "Rocket Ride." You flow through curves...with dual center-control steering at work! There's a solid, geared-to-the-road stability that tells of 6-point suspension. Stops are arrow-straight when you call on the super hydraulic brakes. At every rugged point...the Oldsmobile chassis is precision-matched to "Rocket" Engine power.

NEW DIRECT-ACTING FRONT SHOCK ABSORBERS

NEW FRONT SUSPENSION

NEW NEEDLE BEARINGS IN STEERING GEAR



NEW X-MEMBER FRAME

NEW TUBELESS TIRES

NEW WELDED WHEELS



# power, power everywhere . . .

at your command!

Easy does it! That's the good word in Oldsmobile for '55. Every known power assist is available to increase your pleasure and cut the work of driving. No wonder it's so much fun to own an Olds!

## NEW SAFETY POWER STEERING

Oldsmobile Safety Power Steering takes the fight out of driving. Steering effort is reduced 80% without loss of "feel" of the road. Turn and park with finger-tip ease . . . swing surely around highway curves . . . guard against sudden emergencies!



## NEW PEDAL-EASE POWER BRAKES

Like magic, Oldsmobile's Pedal-Ease Power Brakes turn "foot-weight" pressure into dynamic stopping power. With almost identical-height brake and accelerator, you swing from "go" to "stop" without lifting your heel. Your heel is cradled in a new rest pocket to prevent slipping. Braking vacuum power is retained by a special valve when engine is off. You've never known surer stopping . . . and work is cut 40%!



## NEW POWER ANTENNA

Adjust radio antenna for best reception in city or country without leaving the driver's seat. New hydraulic control gives speedy adjustment, new all-weather convenience.



## NEW 4-WAY POWER SEAT CONTROL

Move forward . . . move back . . . move up or down—electrically! New 4-Way Electric Power Seat Control gives instant adjustment of front seat for safest, most comfortable and convenient driving position. Regardless of the driver's size, this new Oldsmobile power assist adjusts the car to his measurements. Fast-acting, all-electric operation assures long, efficient service with little or no maintenance expense.

## NEW POWER WINDOW CONTROLS

For '55 Oldsmobile offers all-electric window controls. You can raise or lower any window with a touch of an individual control. The master control panel for all windows is conveniently positioned on the driver's door.







color and comfort . . .  
in tone with the times!

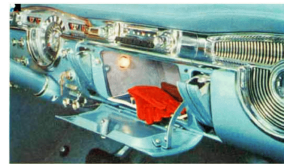
Oldsmobile's "flying color" styling reaches to every inch of the passenger compartment.

Deep, relaxing foam rubber cushions are upholstered in a spectrum of beautiful fabrics and leather. Deep carpets . . . jewel-like appointments . . . add to the sensation of spaciousness and graciousness in the most modern manner.

Room with a view . . . and what a view! Oldsmobile's panoramic windshield and full-vision windows let you see more and drive in greater safety.



Color, color, color . . . in a sparkling rainbow of hues and shades! Oldsmobile's color leadership was never more clearly demonstrated than right now!

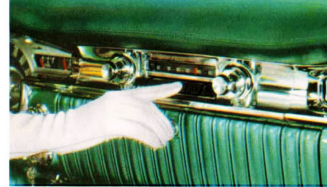


Beauty with a job to do—that's the story of Oldsmobile's instrument panel. New control knobs, handy twin ash trays, a spacious parcel compartment . . . all at your finger tips.

styled to stay new...

with **FLYING COLORS!**

Give your fancy free rein! Oldsmobile lets you practically color-customize your car with striking effect! From the boldly dramatic to the sophisticated, every Oldsmobile bears an exclusive and unmistakable stamp of the future... to keep you far ahead in the style parade.



#### OLDSMOBILE SUPER DELUXE RADIO

Automatic signal-seeking control is combined with bar and push-button selector for easy, convenient tuning. True high-fidelity performance may be made even more delightful with optional rear compartment speaker. Smart styling matches instrument panel design perfectly.

## oldsmobile accessories



#### AUTRONIC-EYE

Safer, more convenient night driving! Streamlined phototube picks up oncoming lights. Automatically your headlights dim... then go back to bright when traffic clears. Equipped with "on-off" switch for optional manual control when desired.



#### WHEEL DISCS

A flashing touch of glistening stainless steel completes the "Go-Ahead" look that is Oldsmobile's for '55!







#### NEW OLDSMOBILE AIR CONDITIONING



Now you can laugh at the weather! The climate in every inch of your '55 Oldsmobile is delightfully cool and refreshing. New "Up-Front" Air Conditioning System is cow-mounted with 20% greater capacity for uniform cooling throughout the interior. No space is used in the luggage compartment. Three adjustable air outlets are located on the instrument panel. Cooled air is 100% filtered. Dehumidifier maintains ideal humidity—even in wet weather!

## YOU'RE INVITED... TAKE THE WHEEL!

Pictures and words can touch outstanding highlights, but there is much about Oldsmobile for '55 that can be told only on the road.

And here is a car with a magnificent story to tell! It's a story of power—

"Rocket" Engine power! A story of fashion-setting beauty...

of luxury, comfort and all-round performance.

See your Oldsmobile dealer... take the driver's seat and judge for yourself... soon!

#### ... AND BEHIND YOUR NEW OLDSMOBILE!

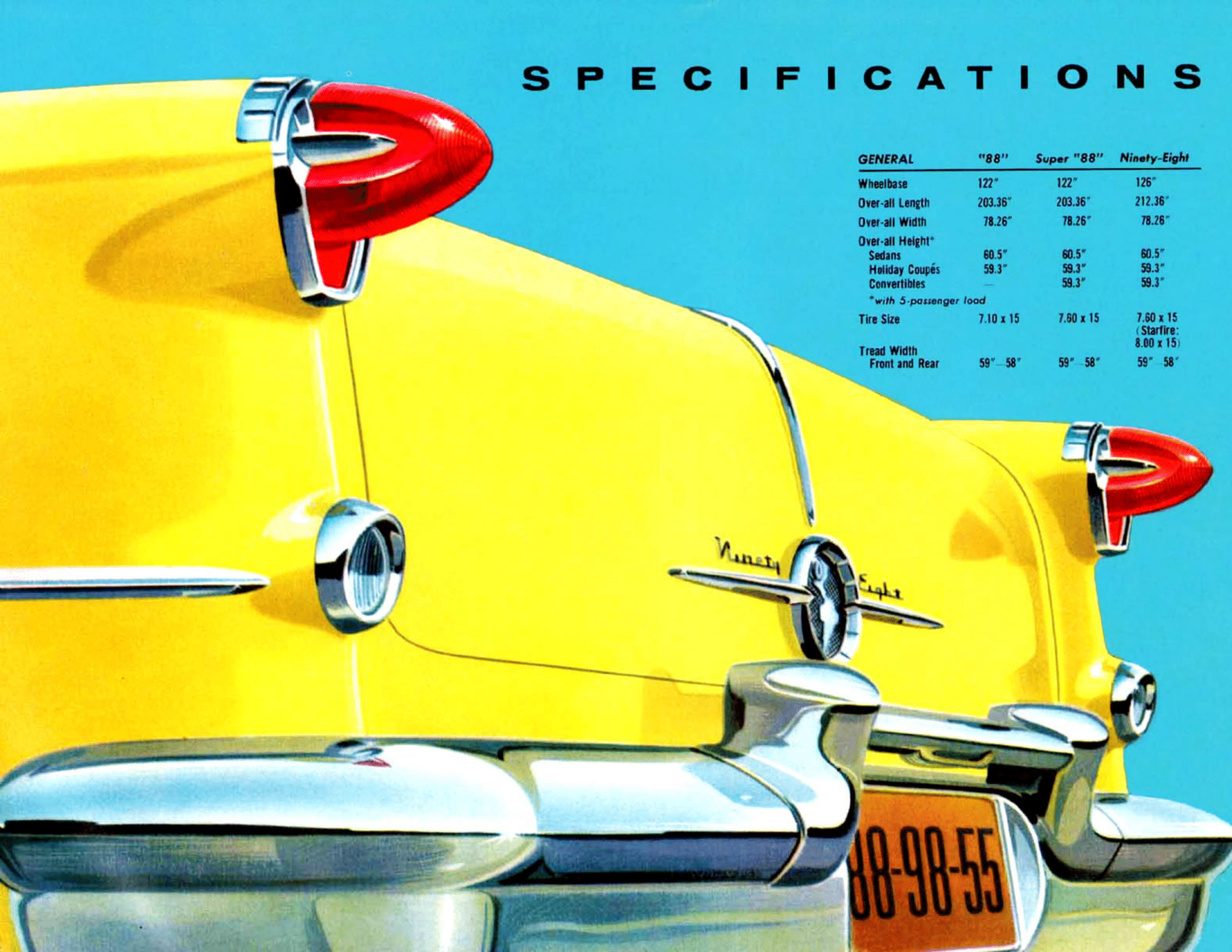


Your Oldsmobile dealer—through the facilities of GM's Training Center—offers you a highly-qualified, continuously trained service organization... the very best service for your Oldsmobile!





# SPECIFICATIONS



| GENERAL                       | "88"      | Super "88" | Ninety-Eight                          |
|-------------------------------|-----------|------------|---------------------------------------|
| Wheelbase                     | 122"      | 122"       | 126"                                  |
| Over-all Length               | 203.36"   | 203.36"    | 212.36"                               |
| Over-all Width                | 78.26"    | 78.26"     | 78.26"                                |
| Over-all Height*              |           |            |                                       |
| Sedans                        | 60.5"     | 60.5"      | 60.5"                                 |
| Holiday Coupés                | 59.3"     | 59.3"      | 59.3"                                 |
| Convertibles                  | —         | 59.3"      | 59.3"                                 |
| *with 5-passenger load        |           |            |                                       |
| Tire Size                     | 7.10 x 15 | 7.60 x 15  | 7.60 x 15<br>(Starfire;<br>8.00 x 15) |
| Tread Width<br>Front and Rear | 59" — 58" | 59" — 58"  | 59" — 58"                             |

| ENGINE                                       | "88"                                                        | Super "88"              | Ninety-Eight            |
|----------------------------------------------|-------------------------------------------------------------|-------------------------|-------------------------|
| Type                                         | 8-Cylinder, High-Compression<br>90° V-Type, Overhead Valves |                         |                         |
| Horsepower                                   | 185 (ci)<br>4000 r.p.m.                                     | 202 (ci)<br>4000 r.p.m. | 202 (ci)<br>4000 r.p.m. |
| Taxable Horsepower                           | 48                                                          | 48                      | 48                      |
| Torque (pound-feet)                          | 320 (ci)<br>2000 r.p.m.                                     | 332 (ci)<br>2400 r.p.m. | 332 (ci)<br>2400 r.p.m. |
| Compression Ratio                            | 8.5 to 1                                                    | 8.5 to 1                | 8.5 to 1                |
| Bore and Stroke                              | 3 1/8" x 3 3/8"                                             | 3 1/8" x 3 3/8"         | 3 1/8" x 3 3/8"         |
| Piston Displacement<br>(cubic inches)        | 324                                                         | 324                     | 324                     |
| Pistons (Auto-Thermic<br>type)               | Aluminum<br>Alloy                                           | Aluminum<br>Alloy       | Aluminum<br>Alloy       |
| Valve Lifters                                | Hydraulic                                                   | Hydraulic               | Hydraulic               |
| Cooling System<br>(capacity, with<br>heater) | 21.5 qts.                                                   | 21.5 qts.               | 21.5 qts.               |
| Lubrication System                           | Full Pressure                                               | Full Pressure           | Full Pressure           |
| Electrical System                            | 12-volt                                                     | 12-volt                 | 12-volt                 |
| Carburetor                                   | Dual-<br>Downdraft                                          | Quadri-Jet              | Quadri-Jet              |

| CHASSIS                               | "88"                                                                                              | Super "88" | Ninety-Eight                          |
|---------------------------------------|---------------------------------------------------------------------------------------------------|------------|---------------------------------------|
| Frame                                 | I-Beam with X-Center Member and 5 Cross Members                                                   |            |                                       |
| Front Suspension                      | Independent Linked Parallelogram with Coil Springs; Direct-Acting Shock Absorbers; Stabilizer Bar |            |                                       |
| Rear Suspension                       | 58" x 2 1/2" Leaf Springs; Angle-Mounted, Direct-Acting Shock Absorbers; Stabilizer Bar           |            |                                       |
| Brakes                                | Super-Hydraulic, 191.7-sq.-in. Lining Area                                                        |            |                                       |
| Transmission:                         |                                                                                                   |            |                                       |
| Synchro-Mesh Manual Shift             |                                                                                                   |            | Standard on all models.               |
| Hydra-Matic Super Drive (Automatic)   |                                                                                                   |            | Optional at extra cost on all models. |
| Steering                              | Dual Center-Control, Recirculating Ball Nut                                                       |            |                                       |
| Steering Turning Circle<br>(diameter) | 42.0 ft.                                                                                          | 42.0 ft.   | 43.0 ft.                              |
| Rear Axle                             | Semi-floating, Hypoid Gears                                                                       |            |                                       |

Hydra-Matic Super Drive, Safety Power Steering, Pedal-Ease Power Brakes, Power Window Controls, Four-Way Power Seat Control, Power Radio Antenna, White Sidewall Tires, and all accessories described are optional at extra cost on all models.

Oldsmobile reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Accessories, as illustrated, optional at extra cost.